

ORDER



Orders
Order / Rev: 195135
Alt Order #:
Product Desc: 9/24/12-9/30/12 KAINE FOR SENATE
Estimate: 11507
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: REG

WVBT

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: NA
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/M

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$3,060.00	\$2,601.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$3,060.00	\$2,601.00	0.00
Totals	13	\$3,060.00	\$2,601.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	09/24/12	09/24/12	M-F 730-8p 30 Rock	CM	730-8p	M-----	:30	1	\$60.00	P5	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$60.00		0.00			
2	WVBT	09/24/12	09/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	22222--	:30	10	\$250.00	P4	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	22222--		10				\$250.00		0.00			
3	WVBT	09/29/12	09/29/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$250.00		0.00			
4	WVBT	09/30/12	09/30/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$250.00		0.00			
													Totals	13	\$3,060.00